



Twin Cities Startup Week has arrived! Numbers are up and to the right, and notable elevations include an influx of investors, increased engagement from local/national media, and many events highlighting the connection-point between startups and the Fortune 500s. The week also featured three national conferences running simultaneously with TCSW - the

Blacks in Tech Conference (BITCON), Food | Ag | Ideas Week and the Manova Summit. Combined attendance across these conferences surpassed 17000 guests, with nearly 30% visiting at least one other conference, demonstrating a unique opportunity for cross-pollinating future Startup Weeks.

**17,000**  
ATTENDEES

**69%** first-time attendees



**28%** participated in a partnering conference



**341**  
presenters



**114**  
venues

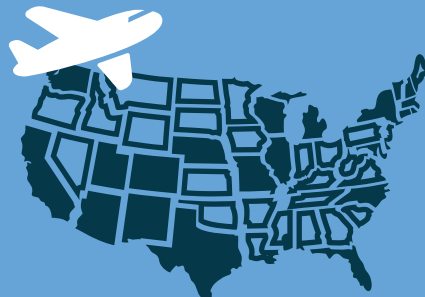


**20**  
stops  
on the  
Lyft bus



**5.7** average events attended per person

**203**  
EVENTS



**36**  
fly-ins  
from  
**17**  
states

**616K**  
SOCIAL MEDIA  
IMPRESSIONS



**56M**  
MEDIA  
IMPRESSIONS  
VIA **30** PR  
PLACEMENTS

**1,100**  
COMPANIES

**11 out of 19**  
MN-based Fortune 500

investors from  
**77** venture groups



When planning for 2018, the TCSW team made it an imperative to offer a week that was open and exciting to everyone. With the help of some amazing partnering organizations and event

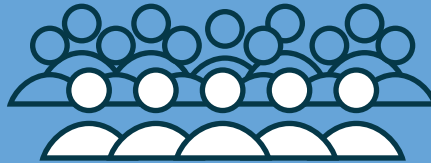
hosts, the week offered deep dives into topics surrounding diversity, equity and inclusion, along with topics on building businesses with a social impact.

## Let's Get Specific

**1,566**  
ATTENDEES

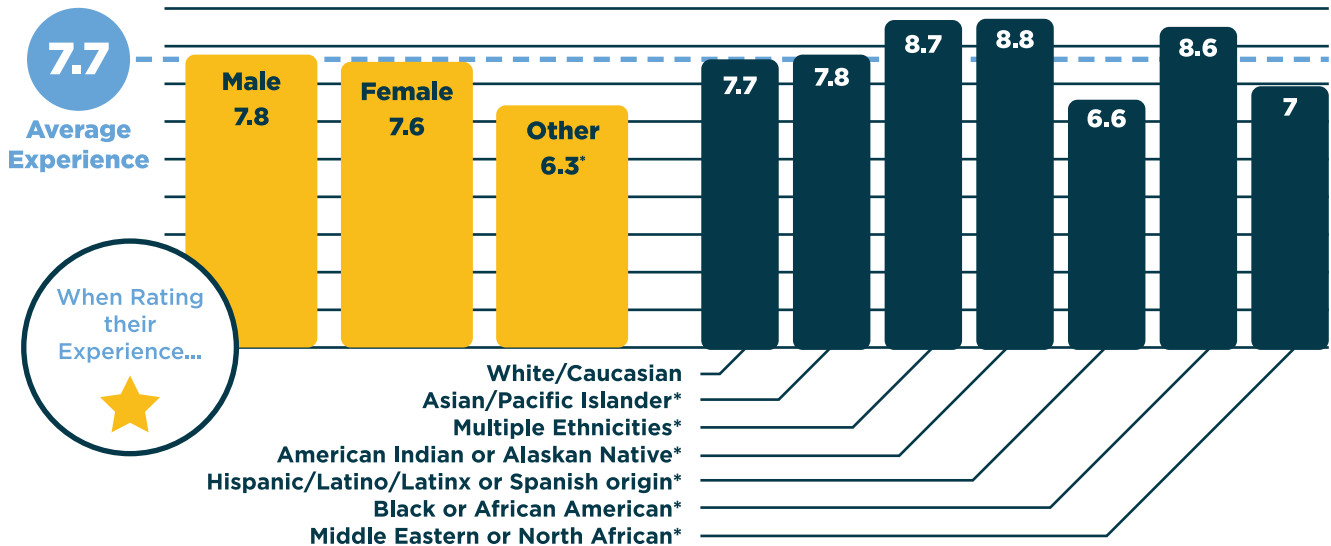
**25**  
EVENTS

Percentage of overall attendees interested in...



**33%** Diversity, Equality, Inclusion-based topics

**29%** Impact-based topics



## Featured Media

Startup Week delivered on diversity-inclusion promise



Twin Cities Startup Week isn't just for startups



Twin Cities Startup Week will have a more diverse look.



TCSW Panel Invests in Diversity



## Impact & Inclusion Events

### Monday

The Coven Presents: Getting Funded

By, For, With: Investing in Diversity

Diverse Thoughts, Inclusive Action—How to Change the Podcasting Landscape

### Tuesday

Impact Measurement: A Primer

Coffee & Closers: Women in Sales

MNclude Launch Event

Bunker Labs North Muster

Unconscious Bias: Nip it in the Bud

What's Best For YOU? Startups, Corporate or Both?

### Wednesday

Keeping the Diverse in IT: A Lesson in Employee Retention

Entrepreneur Expo

Million Dollar Challenge for Minority Entrepreneurs

Speed-Networking For Women and Non-Binary People Changing the World

BITCON: Becoming a Corporate Vendor: An Inside Look

Luminaries Speaker Series: How a Teenager Lifted a Million People from Poverty

Social Entrepreneur Live!

Power of 100

### Thursday

Leading With Purpose: Exploring Business Structures for Mission-Driven Companies

Female Founders: Confidence is your Game Changer Day One

Great North Labs Startup Ecosystem Talk and Pre-TedX Happy Hour

How Students Built This

### Friday

Program-Related Investments for Early-Stage Social Businesses

BITCON: Tech Fest: Exhibit & Career Fair

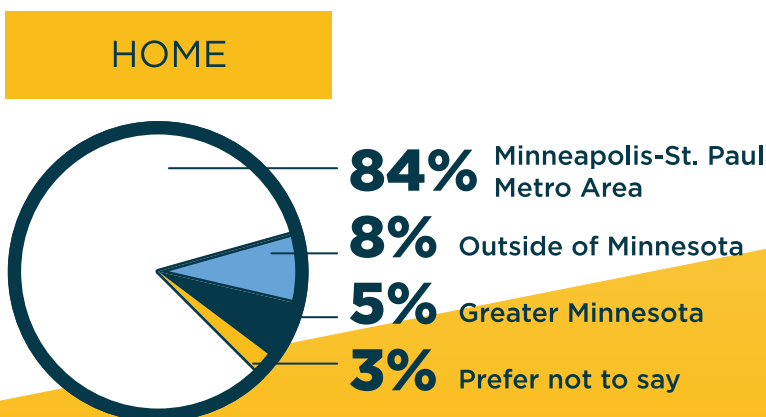
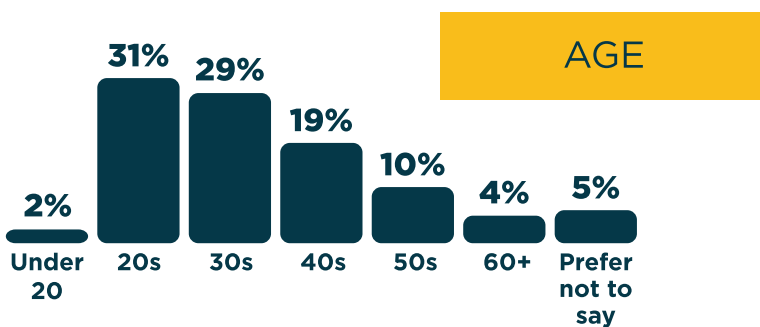
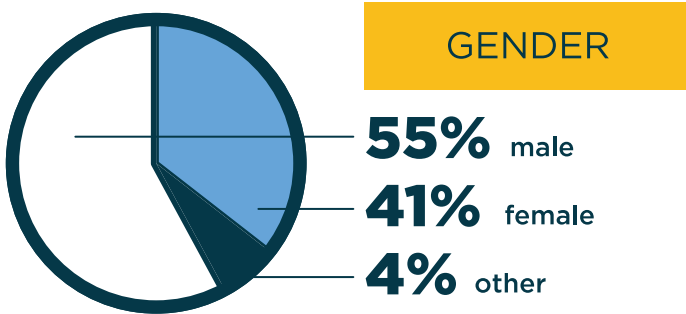
### Saturday

Design It! A Hack-a-thon for Kids and Families

BITCON: Bar + Arcade

We are proud to have taken some meaningful steps forward - TCSW18 saw more Impact & Inclusion events than ever before - 25. Knowing that the work is never complete, we now turn our attention to increasing reach, quality and cross-pollination opportunities for Impact & Inclusion events in the years to come.

## Demographic Breakdown



The Fly-In Program started as a radical hypothesis that if we asked quality candidates to join us for TCSW to see just a glimpse of what the region has to offer, they would relocate here to live, work and play. This, at a time where we have countless open jobs, and one of the lowest unemployment rates in the country. In a joint effort with Make it MSP and Brand Messenger,

the TCSW team flew in nearly 40 people from around the world to explore our cities. Though still in the process, many candidates have already begun relocating for jobs; and for those still deciding, we've noted a positive increase in the perception that MN is a vibrant community that many should call home.



“ The fly-in program put a spotlight on the growth and viability of the Twin Cities, as well as how incredibly welcoming and supportive the community would be. ”

- Evan

## The People

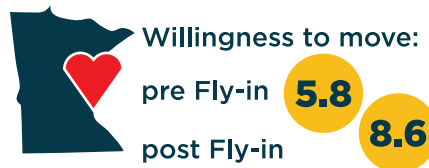


and **15+** that couldn't fly-in still interested in job and relocation

## The Process



## The Results



## Year Year



“ I discovered how friendly and clean the city is, how diverse the local industry is, and how many job opportunities there are [for someone like me]. The Twin Cities is very underrated! ”

- Mikaela

Nehemiah Dacres | St. Louis, MO  
Seeking a mid-level Backend Developer role



Adam Winer | New York, NY  
Seeking a GM or business strategy role



Matt Mulvahill | Denver, CO  
Seeking a Data Scientist role





## Featured Events

**90%**  
would recommend  
TCSW to a friend

★★★★★

### Sunday

Opening Night Party

### Monday

Lifecycle of a Brand  
Future of Marketing in the Age of Machine Learning  
Thrivent Social Reverse Pitch Challenge  
MN Cup Final Awards & Showcase  
Techstars Farm to Fork Demo Day

### Tuesday

P is for Partnerships  
The Power of your Personal Brand  
Bunker Labs North Muster  
Unconscious Bias: Nip it in the Bud  
Minimal Lovable Product  
Beta Showcase

### Wednesday

Pitching to Fortune 500 Companies  
Keeping the Diverse in IT  
How to Finance your Startup  
Why AI is a Competitive Advantage at any Startup  
Digital Innovation at a Health System  
Million Dollar Challenge for Minority Entrepreneurs  
Techstars Retail Demo Day  
Power 100 MSP Pitchfest

### Thursday

Venture-Scale Apps  
Leading with a Purpose  
Beta Backers  
Social Media Trends on Tap  
What's Happening with Recent Edtech Exits?  
Minnedemo30  
DocuMNTary Techstars Farm to Fork Release

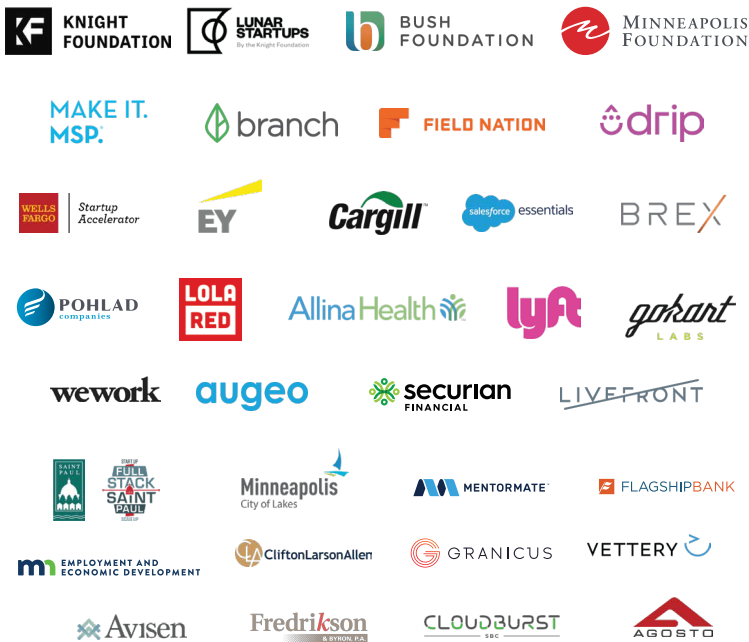
### Friday

TCSW Job Market  
BIT Tech Fest: Exhibit and Career Fair  
Startup Awards and Closing Party

### Free CoWorking

Fueled Collective | Glen Nelson Center |  
Impact Hub | Industrious | Spaces | UEL |  
Wellworth | WeWork

## Thank you to our amazing supporters!



Save the Date for 2019